

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS) NIH - TASK ORDER

RFTOP# *144*

TITLE: Intimate Partner Violence Social Norms Communication Campaign

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

Point of Contact Name: *Nancy Ware*

Phone- *770-488-2878* Fax-

Proposal Address:

Billing Address:

B. PROPOSED PERIOD OF PERFORMANCE: One year from date of award.

C. PRICING METHOD: Cost Plus Fixed Fee (Funding range: more than \$700,000 but less than \$1,000,000)

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted via a single electronic mail (e-mail) with separate attachments, labeled as “Technical” and “Business” proposals. Technical proposals shall be submitted using Microsoft Word and business proposals shall be submitted using Excel software. Each part shall be separate and complete in itself so evaluation of one may be accomplished independently of the other. CDC suggests that contractors limit their technical proposals for this task order to no more than 25 pages of text. The narrative should include a staffing plan, key deadline dates and general approach. The Budgets, staff hours, and ODCs for the business proposal should be organized around the deliverables described herein. Budgets for any additional or alternative proposals by the contractor should be presented as optional budget spreadsheets. Please sum all totals for hours per deliverable and hours total as well as costs per deliverable and total project.

E. RESPONSE DUE DATE: Proposals due August 25, at 4:00 p.m. EDT

F. TASK DESCRIPTION: The purpose of this Request for Task Order Proposal is to implement a social norms communication campaign to address the prevention of intimate partner violence among 11-14 year olds (6th, 7th, and 8th grade students). The intent of the project is to change social norms so that any form of violence between males and females is seen as inappropriate and unacceptable.

The Contractor will (1) work cooperatively with CDC staff and other CDC services in the planning and implementation of the campaign; (2) work cooperatively with contractors involved in the development of the communication and evaluation plans and (2) shall execute tasks under the approval and direction of the Technical Monitor directly related to requirements of this Task Order.

BACKGROUND:

The mission of CDC's National Center for Injury Prevention and Control (NCIPC) is to provide leadership in preventing and controlling injuries by reducing the incidence, severity, and adverse outcomes of injury. This mission is achieved through research, surveillance, implementation of programs, and communications. As the lead U.S. federal agency for injury prevention, NCIPC works closely with other federal agencies; national, state, and local organizations; state and local health departments; and research institutions across the country. Responsibility for reducing intimate partner violence falls within the purview of NCIPC.

NCIPC has identified IPV as significant and costly health issues. Findings based on survey estimates from the National Violence Against Women Survey (a national telephone survey on violence against women conducted November 1995 to May 1996 by the Center for Policy Research and jointly sponsored by the National Institute of Justice and the CDC) concluded that approximately 1.9 million women are physically assaulted each year, and approximately 1.5 million women and 834,700 men are raped and/or physically assaulted by an intimate partner annually in the United States.

Early on, tolerance for IPV stemmed from public attitudes that did not demand a strong response and was compounded by lack of knowledge about effective strategies for prevention. Grassroots advocacy played a pivotal role in bringing these crimes to public attention, creating demand for expanded legal protections, and offering services to victims. Despite significant gains in legislative action, difficulties remain in realizing behavioral and attitudinal changes.

In the function of social norms, the term "norm" has a broad range of meaning with very specific connotations applied in the social sciences. Social norms have been defined as "implicit social standards that describe what behaviors should and should not be performed in a social setting." - Donelson Forsyth (Social Psychology). Norms provide accepted (but often unspoken) guidelines for appropriate behavior within a particular situation (Dennis Coon; Santrock). For the purposes of this task order, social norms denote majority approval and are used as guidelines for acceptable behavior.

The development of social norms is influenced by pervasive images and messages of everyday life. These messages come from numerous sources: friends, family, school, the workplace, church, films, magazines, radio and television, billboards, electronic media, advertisements, sports events, arts performances, etc. These messages characterize what members of society do and in addition, suggest to people what they should do. As standards set by a society, or a social group, norms define the boundaries of behavior; they dictate a sense of what is normal, natural, expected, and acceptable in given contexts.

In 2000, CDC funded a project to develop a communication plan for a campaign to address the social norms that support the occurrence of intimate partner violence. Through formative research, male and female adolescents were identified as the primary audience for the campaign with the intent of providing prevention messages before norms and attitudes that

support violence are firmly established. More specifically, the key target audience was identified as middle school-aged males (ages 11-14 years old). Secondary audiences were identified as middle-school aged females, parents, and adults who may be influential in the lives of middle-school-aged students.

This task order addresses implementation of the communication plan for Year 1 of a national social norms campaign to reach identified target audiences with appropriate prevention messages. Components of this task order include developing and producing materials, monitoring and tracking implementation, project management and coordination, providing support for the campaign with technical assistance and training, and conducting public relations, networking and outreach activities.

DESCRIPTION OF THE WORK:

Task 1: Coordinate Activities with CDC Support Services and the Contractors Involved with the Development of the Communication and Evaluation Plans

The Contractor shall meet early in the project with program staff to become familiar with the communication plan and issues that can affect the project. This meeting will allow for clarification of overall project goals and for discussion of how project and contractor staff will work together. Close collaboration will be required with the Contractor to ensure successful implementation of this task. The Contractor shall collaborate, as appropriate, with the contractors involved in the development of the plan and with CDC staff who provide support services such as the Office of Communication (OC), the Office of Program Planning and Evaluation (OPPE), the Information Resources Management Office, the Management Analysis and Services Office (MASO), and various Centers/Institutes/Offices (CIOs). All aspects of the campaign may be subject to review and clearance through HHS and CDC channels. The Contractor shall prepare appropriate packages for clearance.

Task 2: Materials Development and Production

In the initial phases of materials development, the contractor may be required to coordinate activities with contractors involved in the development of the communication plan. The contractor shall produce a variety of health communication materials identified in the Year 1 implementation plan for the social norms campaign. These materials may include video and internet-based educational materials; radio, television, and print public service announcements; brochures; and posters. Materials may be adapted and/or translated in additional languages as appropriate for various segments of the target audience.

At the direction of the project officer, the Contractor shall design and produce support materials related to the health communication materials specified in the Year 1 implementation plan for the social norms campaign. Materials may include but are not limited to promotional items, information and marketing kits for constituents, and community turn key kits that include audience profiles, recommended strategies, and a menu of creative approaches, handouts and presentations.

In addition, the Contractor is expected to keep abreast of new health communication, broadcast, and educational technologies, such as computer or Internet-based delivery

systems, interactive videodisc, closed-circuit cable systems, and entertainment media for educational purposes. If appropriate, the Contractor may be required to develop materials in these formats for use in non-traditional channels.

The contractor will design, produce and prepare materials for reproduction, coordinate activities with contractors involved in communication plan development, work with CDC to obtain required clearances for all materials, and work with a GPO printer as necessary to reproduce printed materials.

Task 3: Implementation

The contractor shall use developed materials to launch a comprehensive social norms campaign according to the Year 1 Implementation Plan. In consultation with CDC, the contractor shall manage all the necessary logistical arrangements for the launch, prepare talking points for speakers, and consult with other DHHS agencies and collaborative organizations to facilitate launch involvement. In addition, the contractor will support the marketing and promotion of the campaign, distribution of the materials, execution of a media buy (if necessary), and development of collaborative partnerships.

Task 4: Monitoring and Tracking Implementation

The contractor shall monitor and track the implementation of the social norms campaign by using methods appropriate given the specified materials and channels. This may include tracking the feedback of organization involved in implementation, measuring levels of audience exposure to messages, and monitoring press/media coverage of the campaign. The contractor shall report on the ongoing results of the implementation at intervals specified by the project officer.

The Contractor shall assess the strengths and weaknesses of various aspects of the implementation and shall make recommendations and progress reports to the project officer for improvements. Feedback may address current and future phases of the campaign and shall be based on the results of formal monitoring of the implementation.

Task 5: Prepare and Present Briefings

The contractor shall prepare written and visual briefing materials on various aspects of the campaign for presentation to a variety of health officials, including representatives from CDC, DHHS, other federal agencies, state and local health departments, and other organizations. The contractor shall also develop training workshops and communications materials for use in promoting campaign implementation with various constituencies. The contractor may be asked to deliver the presentations or to support CDC staff who will make the presentations. Copies of materials and briefings will be submitted in electronic formats and media appropriate for CDC's use, including word processing, desktop publishing, spreadsheets and graphics applications.

Task 6: Implement the Campaign Evaluation Plan

The contractor shall evaluate the success of Year 1 implementation using the campaign evaluation plan. In consultation with CDC, the contractor shall manage the necessary

arrangements for the evaluation and prepare written reports and talking points for speakers describing the results of Year 1 implementation.

ITEMS FROM CDC APPROPRIATE FOR TASK COMPLETION:

The following documents will be made available and should be referred to in carrying out this task order:

- Findings from a comprehensive literature review on intimate partner violence and sexual violence among young adolescents and young adults
- Findings from focus groups with 6th, 7th and 8th grade males and females
- YouthStyles Survey data and findings
- Social Norms Campaign Communication Plan with Year 1 Implementation Plan
- Campaign Evaluation Plan

DELIVERABLES:

Some additional deliverables may be suggested by the Contractor based on the tasks and desired outcomes outlined above.

- 1) Within 3 weeks of Contract award, meet with program staff.
- 2) Prepare preliminary time line for materials development and production. (Within 2 weeks of meeting with staff)
- 3) Develop, design and prepare materials. (Within 3 months)
- 4) Distribute Materials and implement campaign. (Ongoing)
- 5) Monitor and Track Implementation (Ongoing)
- 6) Prepare and Present Briefings (Ongoing)

G. EVALUATION FACTORS: This task order will be awarded to the offeror whose proposal is considered to be the most advantageous to the Government, price and other factors (identified below) considered. The Government will not make an award at a significantly higher overall cost to the Government to achieve only slightly superior performance.

The Government will perform a qualitative technical review of proposals. The technical evaluation will be performed in accordance with the following criteria:

<u>Criteria</u>	<u>Points (total = 100)</u>
Technical Approach	40
Staffing/Management	30
Experience and Past Performance	30

Technical approach: Contractors are to provide a discussion of their technical approach for providing the services required for this task order. This criteria will be evaluated according to the soundness, practicality, and feasibility of the contractor's technical approach for providing the services required for this task order. The contractor shall demonstrate its understanding of the Government's requirement through a description of its:

- 1) proposed approach,

- 2) scheduling and assignment of tasks,
- 3) proposed labor hours, and
- 4) labor mix for each task requirement.

Staffing and management: Contractors are to provide (1) a staffing plan that demonstrates their understanding of the labor requirements for this task order; (2) a management plan that describes their approach for managing the work, to include subcontract management if applicable, (3) brief descriptions of all professional individuals proposed for the task order indicating experiences in health communications, behavioral science or related fields.

The above criteria will be evaluated according to the soundness, practicality, and feasibility of the contractor's staffing and management plans for this task order.

Experience and Past Performance: Contractors should show staff experience in planning, developing and implementing communication campaigns and demonstrate an understanding of social norms concepts. Contractors should describe past performance with similar task orders. Contractors may provide samples of similar work with social norms messaging. This criteria will be evaluated to determine appropriate experience of assigned personnel.

TO # ICS-144

TITLE: : Intimate Partner Violence Social Norms Communication Campaign

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER
AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS
COORDINATOR

APPROVED: _____
Signature –Anthony M. Revenis, J.D., NIH-PICS Coordinator Date